

January 20, 2004 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

04PS0213

Central Virginia Bank
(Central Virginia Bank)

Midlothian Magisterial District
Northwest quadrant of Huguenot Road and Polo Parkway

REQUEST: Amendments to the sign package, in order to bring the project's sign regulations into accordance with current sign Ordinance regulations.

RECOMMENDATION

Staff recommends approval with one (1) condition of the amended sign package for the following reasons:

- A. The proposed amendment complies with the Zoning Ordinance and conditions of zoning.
- B. This amendment will allow this user to enjoy the same amount of signage permitted by right to most other properties throughout the County.

CONDITION

All signs shall be regulated by the Zoning Ordinance, as permitted by conditions of zoning. Building mounted signs must consist of channel letters, as used within the rest of the Bellgrade development.

(Note: This condition overrides Condition 8 of the previously approved Bellgrade sign package, and shall only apply to the subject parcel.)

GENERAL INFORMATION

Associated Public Hearing Cases:

88SN0202 - The Woolfolk Companies
90PS0126 - Bellgrade Plantation (Sign Package)

Applicant:

Talley Sign Co., for Central Virginia Bank

Location:

Northwest quadrant of Huguenot Road and Polo Parkway. Tax ID 740-715-8830 (Sheet 2).

Existing Zoning and Land Use:

O-2 with Conditional Use Planned Development; Bank

Adjacent Zoning and Land Use:

North – O-2; Retail
South – A and C-3; Norfolk-Southern Railroad and Mini-warehouses
East – O-2; Retail
West – O-2; Residential condominiums

Size:

1.03 acres

BACKGROUND

Zoning and Sign Package History:

On January 25, 1989, the Board of Supervisors approved Case 88SN0202 to rezone the subject property to O-2 with Conditional Use Planned Development. At that time, the Board approved a Textual Statement with the following condition:

- 4.3 Although this project is not in the “overlay” district, we will comply with specific sections of the development requirements established in the current version of the “Special corridor overlay district standards”, Division 11.2, of the Chesterfield County Zoning Ordinance. The sections are listed below:

Section 21-67.23 - Limitation of signs, however; if an overall coordinated sign package is submitted to the Planning Commission for approval, the Planning Commission may modify the requirements provided that the applicant adhere to the spirit and intent of the sign district.

On February 20, 1990, the Planning Commission approved a sign package for the Bellgrade development. At that time, the Commission imposed the following condition:

8. Signs for residential tracts within this project shall conform to the County-wide sign requirements and signs for the remaining tracts the project shall conform to the Emerging Growth requirements for signs within Chapter 21.1 of the County Code. An exception shall be granted to permit a secondary freestanding project identification sign at the intersection of Promenade Parkway and Huguenot Road, not exceed thirty (30) square feet in area or a height of six (6) feet. Individual freestanding signs to identify outparcel uses should be prohibited. (P)

It should be noted that the Corridor Overlay requirements noted above limit the sign area for each user to one-half (1/2) square foot of sign area for each one (1) foot of building frontage, and does not allow any freestanding signage for outparcels.

Current Proposal:

The applicant intends to follow current Zoning Ordinance requirements, which would allow 1.25 square feet of sign area per linear foot of building frontage. Additionally, a freestanding sign to identify this outparcel use would be permitted. The package submitted shows a freestanding sign similar in design to the other signage used within Bellgrade.

CONCLUSIONS

This proposed package amendment conforms to the original condition of zoning. Staff recommends approval of this amendment with one (1) condition.



P4

**New Alum Pan Face Sign with
1/2 Plex Letters mounted for existing sign**

Qty 1

1/2 Plex Letters Painted green

CVB

Central Virginia Bank

33 1/2

Front View

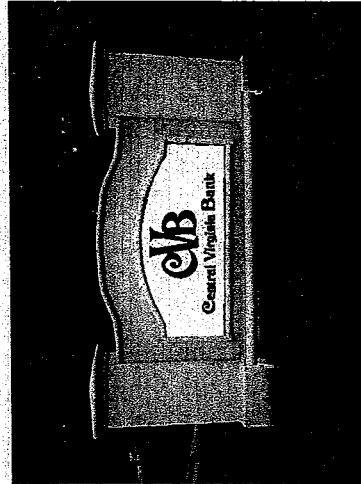
White Background

76 3/4

Pan Alum Face

Side View

1/2 Plex Letters Painted green



PERSPECTIVE VIEW

04PS0213-1

TALLEY
SIGN COMPANY
ARCHITECTURAL & COMMERCIAL
1908 Chamberlayne Ave. P.O. Box 27386 Richmond, Va. 23261
Phone 804-649-0325 Fax 804-643-1721

CLIENT: Central Virginia Bank

DATE: 11/01/03 **SCALE:** NTS **JOB#** CVB_01

REP: Jarvis **BY:** Mark Ferrer

LOC: 2500 Promenade, Pky

Notes:

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Name

Date

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